

The West Virginian

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TELEPHONE—1106, 1106, 1107
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W. J. WRIGHT, Editor
JEANNETTE ARNETT LEE, Associate Editor
R. S. KRID, Managing Editor
A. KAY MAY, Business Manager
E. G. HICKEY, Superintendent

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COUNTY COMMISSIONER

C. Walter Prichard

FRIDAY EVENING, SEPTEMBER 29, 1922.

FAIRMONT MERCHANTS OPPORTUNITY.

THIS week will see the largest semi-monthly pay distributed by the coal companies since 1920, when the coal business was booming. In fact, it is doubtful if there was ever a larger one. While the capacity of the mines in this region is much higher, the normal production, due to car shortage and other difficulties, runs only about 6,500 cars per week. The payrolls this week cover the first half of the month of September. The number of cars shipped from this region during the first week of September was 8,556 and for the second week 8,956, both weeks being far above the average, and as the miners are getting the highest wages that have ever been paid, the amount of money that is being placed in the pay envelopes will be enormous.

Here is a buying power that ought to fill the merchants of the city with the wildest enthusiasm. Especially when the ordinary needs of the fall season are augmented with the deferred needs that have not been filled because of lack of income due to the coal strike. Hundreds and hundreds of thousands of dollars of business during the next few days is within reach of the merchants doing business in Fairmont if they will but show enterprise enough to grasp it.

In order to obtain this business there are but two things necessary to be done. First, there must be stocks of merchandise on hand suitable to the needs of the would be purchasers; second, to let the prospective purchasers know that your store has the things they want at right prices. These two things sound very simple, but on them depend entirely the success or failure of the mercantile business, and while the first is absolutely essential the second is vital. The shelves may be filled with the best of merchandise, but if the would-be purchasers do not know it, the goods will not be sold and will remain on the shelves until covered with dust. Therefore the merchants of Fairmont must advertise their goods before the contents of the pay envelopes are spent with the stores of neighboring cities like Wheeling, Clarksburg, Morgantown and Grafton; or at the great stores of Pittsburgh, Baltimore, Philadelphia and New York; and all of the great stores of these big cities enter into competition with the local merchants by publishing page after page of alluring advertisements in the newspapers of these larger cities that are distributed in every section. Thousands and thousands of dollars of Fairmont money is sent to these large cities every month that

THE MAID ON THE COURTHOUSE

"What are all those there state troopers going to do here on Saturday?" asked the Maid on the Courthouse this morning of Ira Smith as she saw him stick his head out of O. D. Robinson's office window.

"For protection," said Ira solemnly.

"Protect what—the referee?" asked the Maid.

"Oh, mercy, no!" said Ira. "What then—me from the wrath of Mayor Conway?"

"No, no," replied Ira. "The Mayor won't hurt you."

"I didn't think he would," said the Maid, "but why the troopers?"

"Listen," said Ira. "Can't you figure it out? The Chamber of Commerce has ordered those troopers."

"The Chamber of Commerce," gasped the Maid.

"Yes, indeed."

"How come?"

"Well, you see they have got everybody so worked up about this here road to Morgantown being in the condition of an incomplete forward pass that our citizenship is really dangerous. W. S. Downs or Cliser or Morse or both of them or all of 'em might come to the football game, and if some of the good road bugs saw 'em they might go right after them. The troopers will be on the job, so that

should and would remain here if the merchants would but keep it here. It is up to them to convince the would-be purchaser that the same goods can be purchased here as cheap, if not cheaper than elsewhere.

The only means at the merchant's command to do this is advertising. Exactly the same methods used by the big city merchant. And the best means of advertising are the local newspapers. Everybody reads the local newspapers. If some read the big city papers, as so many do, they also read the local paper for the local news.

Mr. Merchant, if you would keep the money in these big pay envelopes at home, you must advertise, and advertise now! It will be too late after the money has been spent elsewhere! You cannot expect to get the business before you advertise. The advertising must be done first. The public must know you have the goods. Now is a great opportunity for the Fairmont merchant! The local newspapers will be glad to help if you will but give them a chance.

SETTLEMENT WORK FINE THING.

IT is a fine thing to see the mental and moral and spiritual side of civic development keep pace with the industrial, the material, and commercial side. One languishes without the other. One without the other.

In Fairmont there is a great body of foreign born residents. They are an enormous factor in Fairmont industry. Some of them are here temporarily, some are here to stay. The latter will build their lives into the life of the community and the lives of their children will take root here. These foreign people are the descendants of generations extending back until lost in the mists of time who have lived down through the years under circumstances and surroundings entirely different from that of the environment of America. It is difficult for inbred ideas and impulses, habits and customs to change—how difficult was never sufficiently clear until the World War proved the inefficiency of the melting pot as it had been left to bubble without attention or assistance. One of the biggest problems that confronts Fairmont today is how to make American Fairmonters, out of foreign Fairmonters, and the efforts of those who will work in the new settlement house opened yesterday on Maple Avenue, will be bent toward this purpose.

The Engle Settlement House is a distinct asset to the city. Within its walls foreigners will be given a true insight into the ideals and management of an American home. There are many foreigners who live for years in Fairmont without ever crossing the threshold of an American home. The home life of Fairmont proper is a sealed book to the foreigner. Thus, having no means of contrasting their own lives with that of anything better, it is no matter for amazement that they live according to their inherited and accustomed standards. The public schools do wonders for the children born of foreign parentage here, or arriving in this vicinity in infancy, but there is no place in the public schools for the fathers and mothers of these children, nor for the young men and women nearing maturity.

It is well to have such an institution as the Engle Settlement to meet this call. Mothers and daughters will be taught how to sew and to prepare the food they buy in this country. English classes will attract the young men who are ambitious and the workers in the settlement will instill along with the education offered the ideals and moral aims of the best of Americanism.

While the Engle Settlement is perhaps the most ambitious work of this nature ever launched in the city, there has been a consistent steady work among all the churches to build up and strengthen the moral, mental, and spiritual life of the foreign people living here. As the need grew, the ambition to meet it has also grown. Honesty, sobriety, love for America and simple faith in the brotherhood of man is abiding leaven in the industrial makeup of Fairmont. These are essentials in the large foreign body that Fairmont must assimilate.

Preachers get a lot of lung exercise all the time so there should be considerable volume to the rooting in the minister's section at the football game tomorrow. If Reverend Claude E. Goodwin can be procured as cheer leader it would be a wise move. Fairmonters can vouch for the fact that he has a voice that can be heard.

Wesleyan ought to win if support from the side lines can do the trick. It is a pretty safe bet that every Methodist in this community will be there pulling for victory.

It will be a problem to feed the crowd that will be in the city tomorrow if the day be fine. Even now with the large number of visitors in town eating places are having a busy time at the lunch and dinner hour. Private homes should endeavor to entertain as many guests as possible tomorrow. Visitors will not expect elaborate meals under the circumstances, and a plentiful supply of sandwiches and coffee should answer. These picnic meals will allow all to get out and have a good time together at the game and the other festivities planned.

The two Methodist bishops addressing Rotarians at the club luncheon yesterday greatly impressed the business men with their virile and timely message. Any church is infinitely strengthened and bettered by such splendid, magnetic leadership, progressive and responsive to the new calls of the modern hour.

Old gold and blue will be the desired colors in Fairmont tomorrow. Lots of old gold sunshine and blue sky. The rest will take care of itself.

If anything like that happens it won't happen very long.

"Say, you certainly have a right smart head on you for a lawyer," declared the Maid. "I never would have thought of that, and I thought I was right smart on figuring things out."

"At any rate, that's the situation," declared Ira.

"Do you think them the troopers can hold J. M. Jacobs if he gets a glimpse of Mr. Morse?" asked the Maid.

"I don't know," said Ira. "but they'll do their best."

"Perhaps I had better send the contractors a wire not to come to the game."

"No, let 'em come," said Ira. "I would like to get a shot at 'em myself."

OUTBURSTS OF EVERETT TRUE

By CONDO

I AM APPROACHING YOU, MR. TRUE, IN THE INTEREST OF A FUND LOOKING TO THE ERECTION OF A MONUMENT TO THE MEMORY OF OUR LATE DEPARTED INFLUENTIAL CITIZEN, MR. GOTROCKS. WHAT DO YOU FEEL YOU COULD CONTRIBUTE?



WELL, WHEN HE WAS ALIVE AND IN BUSINESS I BROKE THREE UMBRELLAS OVER HIS HEAD AT VARIOUS TIMES, AND I FEEL THAT THAT'S ENOUGH OF A CONTRIBUTION. HOWEVER, I WILL SAY A GOOD WORD FOR THE DEPARTED—HE WAS A GOOD CROOK!!!



The Truth About West Virginia

"My Own, My Native Land"

BY WEST VIRGINIA PUBLIC COMMISSION

Can you picture the scene as it is told in "The Lay of the Last Minstrel"?

The aged Harpist—worn, grey, all but ragged, often ill, subsisting uncertainly on the charity extended under a dying custom, survivor of the days when his kind was hailed as the greatest of entertainers.

Can't you hear the taunts? "Why sing in this rough country? There is no culture here. Why not turn to the Southland, with its effete manners? There they would appreciate your skillfully flowing verses, and the apt accompaniment of the harp."

I wonder if the poet, Scott, proud of the Borderland in whose history those of his own name had played such noble part—wonder if he had not heard those same taunts, if he were not speaking from his own heart, his own proud answer, when he penned the song of that ancient bard, which, since the day it was written, has held such high place in the heart of each patriot who knows the English tongue—

"Breathes there a man, with soul so dead, Who never to himself hath said,

"This is my own, my native land."

And on through swelling cadences, quickening the pulse of every reader, to the bitter—

"High though his titles, proud his name, Boundless his wealth as wish can claim; Despite those titles, power and pelf, The wretch, concentrated all in self, Living, shall forfeit fair renown, And doubly dying, shall go down To the vile dust from whence he sprung, Unwept, unhonored and unsung."

As he thought of the crags and glens of Scotland, and pictured "the wretch, concentrated all in self," who spurned them and professed a shame that their abrupt angles lacked the rolling curves of the Southland fields, did he not pour out his contempt of the same sort of man who apologizes for West Virginia? Had Scott been a son of the hills and "hollers" of this state, would he not have levelled the same scorn at the West Virginian who failed in the hour when his homeland was assailed by pernicious propaganda, to raise his voice to its fullest power and shout his pride that the Mountain State was HIS state?

That's rather tame after being active as a player.

The President won't be able to get to the World Series game, but they will be played anyhow.

East Side will take two teams to Grafton today. One of 'em should be able to land a victory.

LETTERS TO THE EDITOR

MORGAN MINE STRIKE.

RIVESVILLE, Sept. 27.—[Editor, The West Virginian.]—I want to inform you of a mistake in the Fairmont West Virginian of this date (September 27) regarding a strike at the Morgan mine of the Virginia & Pittsburgh Coal Co. at this place, if you wish to call it a strike because the men went home owing to the fact that there was not a single railroad car in sight. Park-

Many a small brother gets only a nickel for keeping his mouth shut, whereas if he had any business instinct he could get at least two bits.

Leon Trotsky has written a play. Who's the goat?

The returned nickel cigar isn't worth a cent.

There will be several sudden falls at South Side Park tomorrow.

Kipling claims he was misquoted, but it might have been worse—he might have been misquoted in New Jersey.

October 9 is fire prevention day. Don't throw your cigarette in the gas tank.

It might make Lizzie blow up.

Geneva College is noted for having turned out W. D. Merriman, who is headlinesman here tomorrow.

President Cunningham of the Coaches Emeritus Club will occupy the left side of the grand stand at the game.

Jazz music speeds up the hens in California, but none of 'em has laid a scrambled egg as yet.

Give 'em time and a little more music.

Fred Clarke will write the World Series for a Pittsburgh paper.

or Run mine of the Fairmont & Cleveland Coal Co. had no cars this morning, and possibly will have none tomorrow. And if they do not I hope you will not call it a strike if the men return to their homes.

Also in regard to a decision of Sub District Vice-President Pat Buckley of sub district 4, district 17, U. M. W. A., the membership of local union No. 4353 did not approve of it, but no strike has been called as this matter has been appealed to the district office in regular form.

Hoping to see this protest and correction in your issue of September 28, 1922, and hoping you will be more accurate in what you print in the future I am yours very truly,

J. L. STUDDARD.

Established Credit
is a valuable asset—A satisfactory bank account serves to give the officers of a bank a knowledge of you and confidence in you.

Establish your credit with The Peoples National Bank.

THE PEOPLES NATIONAL BANK
FAIRMONT, W. VA.
CAPITAL \$200,000.00

WALK-OVER

It's a Relief
The New Walk-Over Relief Combination

Walk-Over has done it—the thing every shoe designer has been trying to do for years—the thing so many have come near doing but never quite did—made a shoe that will positively take care of an enlarged joint and yet be in good style. It's the talk of the country! They're selling so fast, it's a job to keep enough in stock! You can see that it looks as good as any stylish shoe, but wait till you feel it on your foot—you'll say, "What a Relief!"

Walk-Over Relief Combination
\$10.00

Walk-Over
Shurtleff & Melton
"Shoes that Satisfy"

Victrola Special for the Week-End

VICTROLA OUTFIT No. 240
Style 240 Console Cabinet
VICTROLA
24 Popular Selections
4 Record Albums
1 Record Brush
300 Needles

ALL FOR ONLY **\$2.00** PER WEEK

Two dollars a week puts this beautiful Victrola instrument into your home—supplying your family and friends with ever-ready entertainment throughout the fall and winter.

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119 Main Street Fairmont, W. Va.
"Our Experience Your Safeguard"

Hudnuts
Three Flower Twin Compact

In the three flowers Twin Compact, the latest creation of Richard Hudnut you will find another expression of the Richard Hudnut ideal in originating packages of special appeal to woman-kind.

Price \$1.50

CRANE'S Drug Store